



PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application of:

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ORIGINALLY FILED*

Applicant : Graham, et al.  
Serial No. : 09/945,378  
Filed : August 31, 2001  
Title : COMPUTERIZED SYSTEM AND METHOD FOR PROVIDING  
: ADVERTISING TO A CONSUMER  
Docket No. : CGR03-GN003

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

**POWER OF ATTORNEY**

All right, title, and interest in the above-identified patent application has been assigned to Adternity, Inc. from the inventors, Michael B. Graham, John A. Woffington IV and Steven P. Wolf, by Assignment.

The undersigned, as Director of Product Development of Adternity, Inc., has reviewed the evidentiary documents for the above-identified patent application and hereby certifies that to the best of his/her knowledge and belief, all right, title, and interest in and to the above-identified application is in Adternity, Inc., the party seeking to take this action.

On behalf of Assignee and owner of the above-identified U.S. patent application, by assignment, Adternity, Inc. hereby appoints:

David A. Mancino Reg. No. 39,289  
Tracey A. Chriske Reg. No. 40,558

as its attorneys with full power of substitution and revocation, to transact all business in the U.S. Patent and Trademark Office connected therewith. Please address all correspondence and telephone calls to:

David A. Mancino, Esq.  
Taft, Stettinius & Hollister LLP  
425 Walnut Street; Suite 1800  
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I, Steven P. Wolf, declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that the statements are made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

**Adternity, Inc.**

Date: 9/23/01

Steve Wolf  
Steven P. Wolf  
(Officer of Adternity, Inc.)  
Director of Product Development

H:\Adternity\Power of Attorney.wpd



Docket: CGR03-GN003

**DECLARATION**

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As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name; that

I verily believe I am the original, first and sole inventor (if only one name is listed below) or a joint inventor (if plural inventors are named below) of the invention entitled:

**COMPUTERIZED SYSTEM AND METHOD FOR  
PROVIDING ADVERTISING TO A CONSUMER**

described and claimed

X in the attached specification;  
in the specification filed August 31, 2001, as U.S. Application Serial No. 09/945,378 and as amended.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims as filed and as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, §1.56(a).

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I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

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Inventor's Signature *Michael B. Graham*

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Inventor's Signature *John A. Woffington IV*

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